

IN THE CLAIMS

Please amend claims 196, 242, 271-273, 280-287, 289-290, and 292 as follows:

C1 5 --196. (CURRENTLY AMENDED) A system as defined in claim 181 wherein said "information superhighway" data link comprises a radio frequency ("RF") cellular network.

C2 10 242. (CURRENTLY AMENDED) A system as defined in claim 241 wherein said service includes displaying promotional material programming on said display unit ~~of said user~~.

C3 15 271. (CURRENTLY AMENDED) A system as defined in claim 168 wherein said feature recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

20 272. (CURRENTLY AMENDED) A system as defined in claim 271 wherein said feature recognition unit is linked to a personal computer.

273. (CURRENTLY AMENDED) A system as defined in claim 271
wherein said feature recognition unit is linked to a
wireless interface.

5 280. (CURRENTLY AMENDED) A system as defined in claim 271
wherein said feature recognition unit is linked to a
personal digital assistant.

281. (CURRENTLY AMENDED) A system as defined in claim 271
10 wherein said feature recognition unit is linked to an
Internet appliance.

282. (CURRENTLY AMENDED) A system as defined in claim 271
wherein said feature recognition unit is linked to a
15 television set.

283. (CURRENTLY AMENDED) A system as defined in claim 271
wherein said feature recognition unit comprises a portion
of a cellular telephone.

20

284. (CURRENTLY AMENDED) A system as defined in claim 271
wherein said feature recognition unit comprises a portion
of a personal digital assistant.

285. (CURRENTLY AMENDED) A system as defined in claim 271 wherein said feature recognition unit comprises a portion of a remote control unit.

5 286. (CURRENTLY AMENDED) A system as defined in claim 271 wherein said feature recognition unit comprises a portion of a handwriting implement.

287. (CURRENTLY AMENDED) A method of providing a user
10 access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a
printed real estate listing;

scanning said machine recognizable feature of said
printed real estate listing; and

15 transmitting data associated with said machine
recognizable feature via a communication link to
access said programming material, wherein said
programming material is related to said printed
real estate listing.

289. (CURRENTLY AMENDED) The method of claim 287 wherein
said machine recognizable feature is selected from a group
consisting of bar code, universal product code, invisible
bar code, magnetic code, printed character, symbol, ~~icon,~~
5 invisible indicia, two-dimensional figure, icon, invisible
icon, watermark, invisible watermark, ~~digital watermark,~~
series of alphanumeric characters, binary code, digital
watermark, magnetic strip, code, analog pattern, and
hieroglyphic character.

10

15

20

290. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed real estate listing, comprising the steps of:

5 ~~im~~printing a machine recognizable feature within said printed real estate listing, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

10 scanning said machine recognizable feature within said printed real estate listing and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

 accessing programming material from said remote server; and

15 transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said printed real estate listing.

292. (CURRENTLY AMENDED) The method of claim 290 wherein
said machine recognizable feature is selected from a group
consisting of a bar code, a universal product code,
invisible bar code, magnetic code, printed character,
symbol, ~~icon~~, invisible indicia, two-dimensional figure,
icon, invisible icon, watermark, invisible watermark,
digital watermark, series of alphanumeric characters,
binary code, ~~digital watermark~~, magnetic strip, code,
analog pattern, and hieroglyphic character.--